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AUG 13 2004

**PATENT APPLICATION**  
Docket No. 14531.82.2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Dean J. Blackketter et al.

Serial No. 09/345,223

Filed: June 30, 1999

Conf. No. 9972

For: METHODS AND APPARATUS FOR BROADCASTING )  
INTERACTIVE ADVERTISING USING REMOTE )  
ADVERTISING TEMPLATES )

Examiner: Rueben M. Brown

Customer No. 022913

**AMENDMENT "C"**

**Mail Stop AMENDMENT**  
**Commissioner for Patents**  
**P.O. Box 1450**  
**Alexandria, VA 22313-1450**

Dear Sir:

In response to the Office action of June 3, 2004 (paper no. 18), please amend the above-identified application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments begin on page 12 of this paper.**

08/16/2004 EFLORES 00000094 09345223

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